

April 20-25
2015

Indianapolis
IN



Dear FDIC International 2015 Exhibitors:

Before you know it, **FDIC 2015** will be upon us! On behalf of the PennWell Fire Group, we want to ensure another successful event for you and your business.

As the largest fire and emergency services conference in North America, the FDIC Event Management team will provide resources to effectively engage with attendees, trainers and existing/future attendees, educators, and customers.

The attached Exhibitor Manual document was developed to enhance the FDIC exhibitor experience. Ordering your electricity, furniture, labor, etc. in advance allows the ability to take advantage of the "Early Bird" discount rates, as well as efficient preparation for your arrival. In addition, registering your booth personnel and guests in advance will avoid the hassle of standing in long lines. It's our goal to provide an efficient move-in and move-out experience!

Exclusive to FDIC Exhibitors, the Exhibitor Lounge will be located in the Lucas Oil Stadium. The Exhibitor Lounge is designed for your convenience and serves as a place to relax, network or simply grab a snack during the event.

Thank you for the opportunity to work with you and your colleagues. The primary goal of the FDIC Event Management team is to see that all your needs are met. Should you have any questions, please do not hesitate to contact us.

See you in Indy!

Sincerely,

A handwritten signature in black ink that reads "Eric Schlett". The signature is fluid and cursive, with a large, stylized 'E' at the beginning.

Eric Schlett
Vice President, Fire Group

Quick Facts:

BOOTH EQUIPMENT

Each 10'x10' booth will be set with 8' high black & blue background drape, 3' high black side divider drape and a 7"x44" booth identification sign (**Must Complete and Submit the Booth Identification Form Located in the Brede Exhibitor Manual**). Booths are required to be finished on the backside. If your booth is exposed from the side or from behind, you are required by show management to order masking drape. If you are sited by show management, drape will be ordered and billed to you.

Booth Carpet:

Carpeting or floor covering is required in the ICC main hall and Lucas Oil Stadium per show management. You may order solid carpeting through Brede. If your booth is in an area with concrete flooring, carpeting or flooring is mandatory to cover all exhibit area and meet up with the aisle carpet where possible. Note: exhibitors using an outside vendor are subject to bulk carpet drayage rates and additional labor charges for sorting bulk shipments if required. Carpet left in your booth at move out is subject to labor and disposal fee. Carpeting is not required for Meeting Rooms, Hallways and Premium Hallway Booths.

Aisle Carpet

All aisle carpet will be tuxedo (black & white speckled)

Apparatus Carpeting:

Apparatus in ICC&LOC exhibits MUST have carpet laid on Saturday, April 18th by 4:00pm for Sunday, April 19th apparatus move-in or carpet will be forced at the exhibitor's expense. If you are using an outside source, drayage fees apply.

Exhibitor Hours:

Thursday, April 23, 2015 12:00pm – 6:00pm, LOS/South Street Exhibits

Thursday, April 23, 2015 1:00pm – 6:00pm, ICC Exhibits

Friday, April 24, 2015 9:00am – 5:00pm, LOS/South Street Exhibits

Friday, April 24, 2015 10:00am – 5:00pm, ICC Exhibits

Saturday, April 25, 2015 9:00am – 2:00pm, ICC Exhibits

Saturday, April 25, 2015 9:00am – 2:00pm, LOS Exhibits/South Street Exhibits

Move out: All Exhibits begin move out at 2:00pm, Saturday April 25, 2015 through 10:00pm. Move out all halls, Sunday, April 26, 2015 8:00am – 2:00pm.

Freight re-route: Sunday, April 26, 2015 2:00pm. Note: any freight that is not picked up by 2:00pm will be forced out using the house carrier.

Hanging Signs

Signs may not be hung from the ceiling of the Lucas Oil Stadium, the Ballrooms or Lobbies. Island exhibitors in ICC Exhibit Halls and Lucas Oil Stadium Exhibit Hall who wish to have hanging signs above their booth area should use the Sign Hanging Form located in the Brede Exhibitor Manual.

Double-Decker Exhibit Displays

By order of the Fire Marshal with regard to the Indiana Convention Center & Lucas Oil Stadium, FDIC and Brede/Allied must be notified, in advance, of any exhibitor who is planning on a double-decker booth. If you are planning on a double-decker booth, please complete the "Double Decker Exhibit Booth Notification Form" located in the Brede Exhibitor Manual by March 20, 2015.

Exhibitor Lounge:

The Exhibitor lounge is located on the Lucas Oil Stadium exhibit floor, booth number 9000. Rebooking for the 2016 event will take place here. Refreshments will also be available for exhibitors. Come and see us!

Exhibitor Registration:

If you did not receive your exhibitor badge prior to build up, please proceed to exhibitor registration **located in the main registration areas of the ICC and LOS**. If you arrive after exhibitor registration has closed, please proceed to the dock area to check in and receive a wristband.

Marshaling Yard:

Brede/Allied has a marshaling yard and/or services to ease the traffic congestions around the Indiana Convention Center and the Lucas Oil Stadium located at : 602 W. Ray Street Indianapolis, Indiana 46225. (A \$36.75 per shipment fee will apply). All carriers must check in at the Brede/Allied Marshaling Yard. Please consign all shipment C/O Brede/Allied to ensure proper handling. All inbound shipments must have certified weight documentation with a bill of lading showing number of pieces and weight. Shipments without certified weight documentation or weight discrepancies will be charged at the Brede Special Handling rate and weight if possible. After check in, the driver will be assigned a number and dispatched to a dock.

South Street / Lot 3 Outside Exhibits Area:

Outside exhibit areas will be available on South Street, behind the ICC. Exhibits on South Street / Lot 3 area will NOT have electricity, gas or water. If you need electricity you will need to arrange for a generator for your exhibits.

POV (personally owned vehicle) Move-In:

POV's can move in on the ramps in back of the loading dock area. There is no move-in from the street. **ALL POV's MUST CHECK IN AT THE STAGING YARD AT LUCAS OIL STADIUM, South Parking Lot, 500 Capitol Ave, Indianapolis, IN GATE 10 ENTRANCE ONLY**). Refer to the Brede exhibitor manual section for directions. **(NOTE THIS DOES NOT APPLY TO EXHIBITORS WITH APPARATUS)**

Truck Washing & Defueling:

We will be offering truck washing again this year in the staging lot. We will NOT be offering de-fueling so please prepare accordingly and have your apparatus gas tanks below ¼ tank before you move them on to the show floor.

Brede exhibitor services can be found in the marshaling yard as well as room 116/117 in ICC as well and on the stadium floor in LOS or you can simply call the Brede Concierge during the event at +1 321-228-8958

Please make sure you empty your water tanks before entering the staging lot.



Important Exhibitor Times and Dates:

Please be advised that ALL booth space must be paid in FULL and proof of exhibitor general business liability insurance must be on file prior to build-up.

- * Apparatus in ICC & LOS exhibits MUST have carpet laid on Saturday, April 18th by 4:00pm (carpet will be forced if not laid on Sat. April 18th and exhibitor will be responsible for charges)
- * LOS Apparatus move-in will be Sunday, April 19th 9:00am-12:00pm (LOS apparatus in staging lot by 8:00am)
- * ICC Apparatus move-in will be Sunday, April 19th 9:00am – 4:00pm (ICC apparatus in staging lot 1 hour prior to move-in time)
- * ICC Direct freight will be delivered starting at 8am on Monday, April 20th.
- * On Thursday, April 23, LOS exhibitors will be allowed in the exhibit area at 8:30am, 3½ hours before exhibits open.
- * On Thursday, April 23, ICC exhibitors will be allowed in the exhibit area at 9:30am, 3½ hours before exhibits open.
- * On Friday, April 24 & Saturday, April 25, exhibitors will be able to enter exhibit areas 1½ hours before exhibits open.
- * Brede/Allied will remove all empty crates by Wednesday, April 22, 2015 by 5:00pm to install isle carpet.

Please ensure your empty crates are clearly labeled. Empty labels can be picked up at the Brede/Allied service desk

Important Exhibitor Dates and Times:

ICC & LOS Apparatus Electrical & Carpet	Saturday, April 18, 2015	9:00am – 4:00pm (Carpet must be completely installed by 4pm)
LOS Exhibits Apparatus Move-In	Sunday, April 19, 2015	9:00am – 12:00pm (LOS apparatus in staging lot by 8am)
ICC Exhibits Apparatus Move-In	Sunday, April 19, 2015	9:00am – 4:00pm (ICC apparatus in staging lot 1hr prior to move-in time)
ICC exhibits- Targeted Move-in (by Brede appointment only)	Monday, April 20, 2015	8:00am (by Brede appointment only)
LOS Exhibits Move-In	Monday, April 20, 2015	8:00am – 5:00pm
ICC & LOS Exhibits Move-In	Tuesday, April 21, 2015	8:00am – 5:00pm (ICC freight will be delivered starting at 8am)
ICC & LOS Exhibits – POV's with Trailers	Tuesday, April 21, 2015	1:00pm – 6:00pm (must check in at staging lot)
ICC & LOS General Move-In Continued	Wednesday, April 22, 2015	8:00am – 8:00pm
ICC & LOS Exhibits – POV's Without Trailers	Wednesday, April 22, 2015	9:00am – 5:00pm (must check in with staging lot by 8am)
Parking Lot Move-In	Wednesday, April 22, 2015	11:00am – 5:00pm
All Lobby Exhibits Move-In	Wednesday, April 22, 2015	11:00am – 5:00pm
Floor Cleaned and Inspected – Brede Only	Wednesday, April 22, 2015	8:00pm – 10:30pm
South Street Exhibits Area Set-Up	Thursday, April 23, 2015	9:00am – 12:00pm
ICC Exhibitors Allowed Back on Exhibit Floor	Thursday, April 23, 2015	9:30am
LOS Exhibitors Allowed Back on Exhibit Floor	Thursday, April 23, 2015	8:30am

If you are an ICC/LOS Apparatus exhibitor and cannot move in on Sunday, April 19th, please contact Anthony Thomas with Brede at (407)851-0261 or by email at athomas@bredeallied.com to reschedule your move-in time.

LOS APPARATUS STAGING LOT WILL BE AVAILABLE SATURDAY, APRIL 18TH, FROM 9AM-4PM

FDSC INTERNATIONAL

Deadline Dates:

FDIC International 2015 Contract /Application
Payment of booth space (**First** 50% Balance Due)
PCS – Hotel Reservations

Completed
Upon receipt of invoice
Exhibitors will be notified when housing is Available for their group based off of their Exhibitor Points

January/February

Payment of booth space (Balance Due)

Upon receipt of invoice

March

Brede Advance Warehouse **OPEN**
Exhibitor Certificate of Liability Insurance Due
Exhibitor Appointed Contractor (EAC) Request Form Due
Double-Decker Exhibit Booth Notification Form Due
Signs and Graphics (ID and Custom) (Advance Order)
Custom Carpet/Rental Booth Deadline (Advance Order)
Fabric Banners (Advance Order)
Cabinets & Gondolas (Advance Order)
Basic Booth Rentals
American Trade Show (ATS) Lead Retrieval Discount Deadline

March 2, 2015
March 20, 2015

April

Brede Advance Order Discount Deadline
*Carpeting (REQUIRED)
*Furniture and Accessories
*Booth Cleaning
*Apparatus/Vehicle Display Form Due
*Freight Service Questionnaire Form Due
*Graphics (Advance Order)
*Booth Identification Sign
Freeman AV Services Discount Deadline
Brede POV Freight Service Form Due
Brede Advance Warehouse Discount Deadline
Advance Warehouse Shipment Cut-Off
Direct Shipments to Show Site (ICC & LOS)

April 3, 2015
April 10, 2015
April 10, 2015
April 17, 2015
April 20, 2015

NOTE: Direct Freight Shipment must **not** arrive prior to April 20, 2015.

TBD

Registration Badges – Badge order Form
Indiana Convention Center & LOS Advance Order Discount Deadline
Internet
Electrical Services
Telephone
Gas-Water-Drain
Compressed Air

TBD
TBD



Exhibit Hours:

Show Hours:

Thursday, April 23, 2015	12:00 PM – 6:00 PM	LOS/South Street Exhibits Only
Thursday, April 23, 2015	1:00 PM – 6:00 PM	ICC Exhibits
Friday, April 24, 2015	9:00 AM -- 5:00 PM	LOS/South Street Exhibits Only
Friday, April 24, 2015	10:00 AM -- 5:00 PM	ICC Exhibits
Saturday, April 25, 2015	9:00 AM -- 2:00 PM	ICC Exhibits/ LOS/South Street

Move-Out Schedule:

Saturday, April 25, 2015	2:00 PM – 10:00 PM
Sunday, April 26, 2015	8:00 AM – 2:00 PM

Freight Re-Route:

Sunday, April 26, 2015	2:00 PM
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General Exhibitor Information:

For additional information on exhibit space or outside demo space, please contact your Exhibit Sales Managers:**Nanci Yulico (K-Z)** nanciy@pennwell.com +1 973-251-5056 or **Susie Cruz (A-J)** scruz@pennwell.com 973-251-5059

- Review booth move-in, safety inspection, and move-out procedures and schedules.
- Show color scheme for FDIC International 2015: Black and blue. Aisle carpet will be black and white tuxedo.
- ALL aisles will be carpeted throughout the exhibit halls. Exhibit Booths in ICC Halls A-K and Lucas Oil Stadium must be carpeted completely, **including beneath apparatus**. Exhibits outside the Main Hall or in the main hallways do not need to order carpet unless desired.
- **EXHIBITOR BADGES**
 - If you receive an Exhibitor Badge in the mail, it is not necessary to go to the Exhibitor Registration (at main registration areas). Take the contents of the envelope to any "Badge Holder Pick-up" counter to collect your badge holder.
 - If you did not receive your Exhibitor Badge prior to the show, you can pick up your badge at Exhibitor Registration in the MD Street Lobby or LOS upon arrival.
 - Only authorized representatives of exhibiting company can pick up exhibitor badges.
 - **Exhibitor Badges must be worn at all times to gain entrance into the exhibit halls (from move-in through move-out).**
 - If it is necessary to leave a badge for an exhibitor, direct that person to pick up his/her badge at Exhibitor Registration in the MD Street Lobby of the ICC or in LOS.
 - If you have any problems with exhibitor badges, proceed to Exhibitor Registration.
 - All Guest Badges are to be picked up at General Registration, located in the main entrance to the Indiana Convention Center off Capitol Street or Lucas Oil Stadium.
- **NO GUESTS ARE ALLOWED ON EXHIBIT FLOOR DURING MOVE-IN OR MOVE-OUT. GUESTS ARE ONLY ALLOWED ON THE EXHIBIT FLOOR DURING EXHIBIT HOURS.**
- Check to see if all your equipment (freight) has been delivered to your booth, and if all rented items you ordered are there, including electricity. If not, go directly to the Brede exhibitor services area located in room 116-117 in the Indiana Convention Center, or the stadium floor in Lucas Oil Stadium.
- Be familiar with union regulations. If you encounter any problems, please locate an FDIC or Brede staff member to assist you.
- Set-Up/Break-Down Personnel: work crew personnel must wear a Work Pass to gain entrance into the exhibit halls. Work passes can be obtained at EAC check-in off the back dock.
- Furniture, carpet, labor, telephone, and/or electric can be ordered onsite, however advance orders are recommended.
- **Arrange to have crates tagged with EMPTY stickers and removed from the floor no later than Wednesday, April 22, 2015, 5:00pm. Empty stickers can be picked up at any Brede/Allied Service Desk.**
- Review the safety inspection checklist before inspection on Wednesday, April 22, 2015. Safety inspection will conclude Wednesday night.
- Full show lighting is scheduled one and a half hours prior to the opening of the exhibits, Thursday, April 23, 2015. Ample lighting will be provided for the cleaning of apparatus and setting up of your booth space.
- **Under no circumstances will inappropriate literature, gimmicks or questionable attire to promote any product be allowed. FDIC event management shall make such determinations in its sole discretion.**
- Exhibitors not in compliance with the Rules and Regulations of FDIC, the Indiana Fire Department, the Convention Center and IAEM will be asked to leave the premises.

Event Contacts

FDIC International 2015 Show Management:

FDIC / PennWell Corp.
21-00 Route 208 South
Fair Lawn, NJ 07410
Fax: 888-FAX-FDIC [888-329-3342]

Nanci Yulico, Exhibit/Sponsorship Sales Manager (**K-Z**)
P: 973-251-5056 E: NanciY@pennwell.com

Susie Cruz, Exhibit/Sponsorship Sales Manager (**A-J**)
P: 973-251-5059 E: Scruz@pennwell.com

Eric West, Event Marketing Manager
P: 918-832-9239 E: EricW@pennwell.com

Lauren Brenner, Exhibitor Service Manager
P: 918-832-9276 E: LaurenB@pennwell.com

Rod Washington, Exhibitor Service Manager
P: 918-831-9481 E: rodw@pennwell.com

Ginger Mendolia, Conference Coordinator
P: 973-251-5051 E: VirginiaM@pennwell.com

Cary Shipley, Registration Team Leader
P: 888-299-8016 E: registration@pennwell.com

Allison Foster, Event Operations Manager
P: 918-831-9443 E: AllisonF@pennwell.com

Emily Gotwals-Moreau ,Senior Event Operations Manager
P: 918-832-9305 E: EmilyG@pennwell.com

FDIC International 2015 Venue Contractors:

General Contractor and Decorator: Brede Exposition Services
2502 Lake Orange Drive
Orlando, FL 32837
Customer Service: 407-851-0261, Fax: 407-859-3904
info@bredeallied.com

Housing: Preferred Convention Services (PCS)
1990 E. Grand Ave, Ste 150
El Segundo, CA 90245
Phone: 888-472-7462, Fax: 310-235-2648
fdic@preferred1.com

Audio/Visual Contractor: Freeman AV
9260 W. 55th Street
McCook, IL 60525
Phone: 708-255-7169, Fax: 469-621-5603

Florist: Short Term Plant Rental
448 Terraine Ave
Long Beach, CA 90814
Phone: 562-494-7777, Fax: 562-498-3800

Electrical & Telephone: Indiana Convention Center & Lucas Oil Stadium
100 South Capitol Ave
Indianapolis, IN 46225
Phone: 317-262-3420, Fax: 317-262-3419
Utilities Department, stormy.six-poe@icclos.com

Internet: Smart City
100 South Capitol Avenue
Indianapolis, IN 46225
Phone: 888-446-6911 Fax: 702-943-9001

ICC Food Service/Booth Catering: Centerplate Catering
Indiana Convention Center
100 South Capital Avenue, Ste 300
Indianapolis, IN 46225
Tel: 317-262-3500, Fax: 317-634-0541

LOS Food Service/Booth Catering: Centerplate Catering
Lucas Oil Stadium c/o Centerplate Catering
500 South Capitol Avenue
Indianapolis, IN 46225
Phone: 317-262-3500, Fax: 317-262-2192

Lead Retrieval: American Tradeshow Services (ATS)
217 General Patton Avenue
Mandeville, LA 70471
Phone: 985-809-0600 dial 1, Fax: 985-809-0700

Indiana Convention Center: Lucas Oil Stadium:
100 South Capitol Avenue
Indianapolis, IN 46225
Phone: 317-262-3358, Fax: 317-262-3685
500 South Capitol Avenue
Indianapolis, IN 46225
Phone: 317-262-2189, Fax: 317-262-5757



Exhibitor Lounge:

- Open Monday, April 20, 2015 at 9:00 am through Saturday, April 25, 2015 at 5:00 pm.
- Located on the Lucas Oil Stadium hall, booth number 9000
- On-Site Contact Information
 - Nanci Yulico (K-Z): 201-913-8756 nanciy@pennwell.com
 - Susie Cruz (A-J): 201-615-0505 scruz@pennwell.com
- Equipped with:
 - Light catering for exhibitors
 - Exhibitor services
 - Exhibitor rebooking
 - FDIC sales team
- Sign up for FDIC International 2016 will be in the Exhibitor Rebooking Lounge.
- The Exhibitor Rebooking Lounge offers complimentary beverages and snacks. **No food or drinks are to be carried out of the Exhibitor Rebooking Lounge.**
- In order to access the Exhibitor Rebooking Lounge, exhibitors must wear their FDIC issued badges at all times.

April 20-25
2015

Indianapolis
IN



Generator Rental Form



MacAllister Rentals – Indianapolis

6870 West Washington St.
Indianapolis, IN 46241
877-700-1945

<http://www.macallisterrentals.com/250/indianapolis-equipment-rentals.htm>

For portable, gas-powered generators up to 6500w, the pricing is \$60/day or \$180 after 3 days (that covers a week price). Anything bigger than that and they will provide an estimate on a case by case basis. It is best to have your order placed at least 1 week prior to the event.

For ordering and additional information please contact MacAllister Rentals on their toll free number or visit there site.

MacAllister Rentals has [12 convenient locations](#) throughout Indiana:
[Beech Grove](#) (shoring & pump), [Bicknell](#), [Bloomington](#), [Columbus](#), [Fishers](#), [Fort Wayne](#), [Greensburg](#), [Indianapolis](#), [Lafayette](#), [Muncie](#), [Richmond](#), and [Terre Haute](#).

Headquarters: 6870 West Washington St, Indianapolis, IN 46241

Phone: (317) 244-7368 Toll Free: (877) 700-1945



Additional Booth Rules & Guidelines for 2015

1. In Lucas Oil Stadium or Indiana Convention Center, any booth over 2,500 sq. ft. net must send complete booth design with dimensions to show management for booth approval no less than 90 days out from the first move in day.*
2. In Lucas Oil Stadium, booth height floor to ceiling for Island Exhibits cannot exceed 22 feet excluding aerial ladders.
3. In Indiana Convention Center, booth height (including drapery or structural walls) floor to ceiling for Island Exhibits cannot exceed 16 feet.
4. In Indiana Convention Center, any banner or sign above the booth hung from aerial ladders or rigged above the booth cannot exceed 22 feet floor to ceiling from top of sign.
5. All exhibitors must ensure that all equipment, vehicles, signs, banners, or decorations are within leased booth space without exception, including vehicle bumpers, hitches, mirrors, and vehicle doors that are open during display. Exhibitors must ensure the booth space leased accommodates all equipment fully within booth space.
6. In Lucas Oil Stadium, exhibitors may not hang a banner or sign from an aerial or truss that is lower than 30' from floor to the bottom of the sign.

* Variances are subject to show management discretion to enforce good neighbor policies.

Exhibit Space & Booth Layout Guidelines

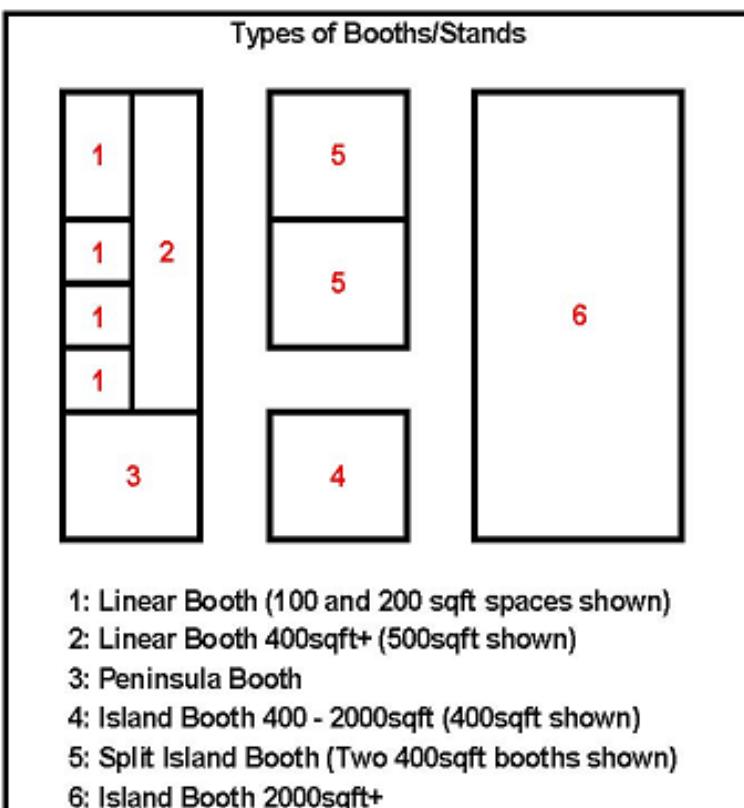


Exhibit Space & Booth Display Rules

The following display rules have been designed using the IAE (International Association of Exhibitions and Events) guidelines and modified to incorporate some of the needs of the many International exhibitors who are present at PennWell exhibitions. Every attempt has been made to maintain fairness to exhibitors in booths of all sizes and to maintain clear lines of sight to neighboring booths. These rules will be enforced in the exhibit hall and you must have written approval from PennWell to display anything

that does not adhere to the limits set forth in this document. Please contact Lauren Brenner laurenb@pennwell.com +1 918-832-9276 or Rod Washington rodw@pennwell.com +1 918-831-9481 if you have any questions regarding these display rules.

General notes:

- Flooring in your exhibit space is mandatory but not provided with your exhibit space purchase. If you are **not** providing your own flooring for your booth, you can rent carpet from the show's General Service Contractor. Please refer to the Exhibitor Manual for more information (Brede Exhibit Kit)
- Show Management reserves the right to "force carpet" any exhibit area that is without flooring within two hours before the end time for booth move-in/setup. Exhibitor is responsible for the flooring cost.
- Under no circumstances may machinery or any part of an exhibitor's display extend outside of the boundary of said exhibitor's contracted exhibit space regardless of the height clearance from the floor of said item. This rule also applies to lights, speakers, and hanging signs.

- To maintain a professional appearance of the exhibit hall, booths must have back sides of displays covered when visible from an aisle (eg: panels on the back side of a pop-up structure in an island booth to cover the frame).
- Utility connections (electrical or internet wires, air/water/gas hoses, etc) must be hidden from view in order to maintain a high level of safety and professional appearance.
- Unless explicitly contracted with Show Management, booth spaces are unfurnished. Please refer to Exhibitor Manual to rent booth furniture. (Brede Exhibit Kit)

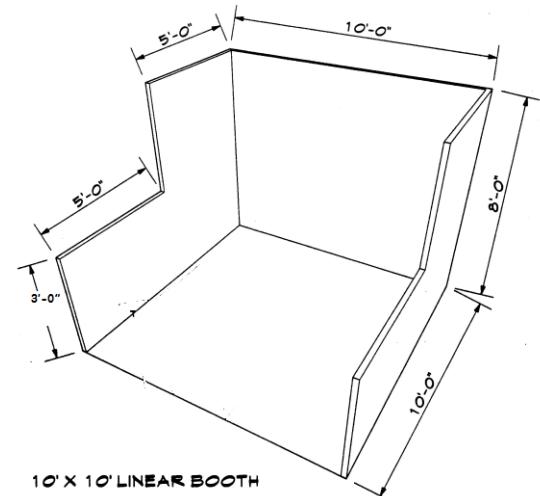
EXHIBIT BOOTH EXAMPLES

Linear Booth (in-line booth)

Linear Booths have only one side exposed to an aisle and are generally arranged in a series along a straight line. They are also called "in-line" booths.

Dimensions

To maintain consistency and for ease of layout and/or reconfiguration, floor plan design in increments of 10 ft (3.05m) has become the standard. Therefore, Linear Booths are most commonly 10 ft (3.05m) wide and 10 ft (3.05m) deep (10'x10'). Maximum backwall height limit: 8 ft (2.5m)



Use of Space

Regardless of the number of Linear Booths utilized, display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8 ft (2.5m) is allowed only in the rear half of the booth space, with a 3 ft (0.91m) height restriction imposed on all materials in the remaining space forward to the aisle.

Please contact your exhibit services managers regarding any equipment or display that will be higher than 8ft

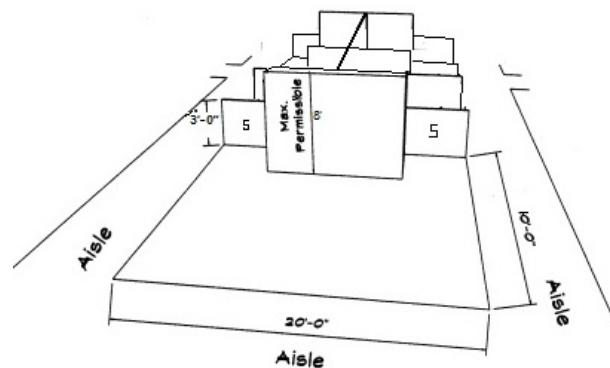
Corner Booth

A Corner Booth is a Linear Booth exposed to aisles on two sides. All other guidelines for Linear Booths apply.

Endcap Booths

An Endcap Booth is exposed to aisles on three (3) sides and backs up to Linear Booths

Dimensions: An Endcap Booth is usually 10'x20'. When an Endcap Booth backs up to two Linear Booths, the backwall is restricted to 3 ft (0.91m) high within 5 ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. The middle 10ft of wall is still allowed to go up to 8ft high.



Perimeter Booth

A Perimeter Booth is simply a Linear Booth that backs to a wall of the exhibit facility rather than to another exhibit.

Dimensions and Use of Space

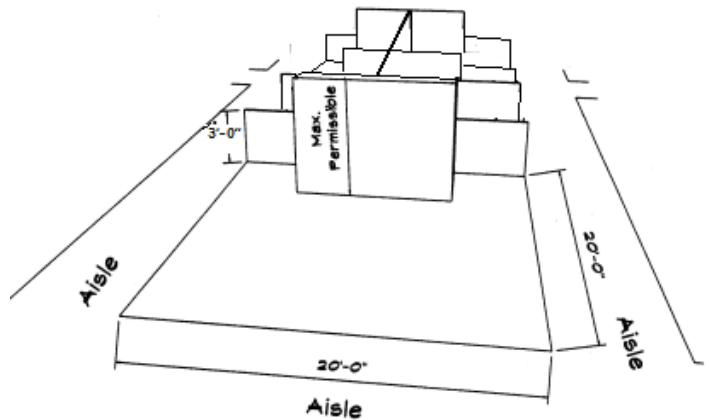
All guidelines for Linear Booths apply to Perimeter Booths except that the typical maximum backwall height is 12 ft (3.66m).

Peninsula Booths

A Peninsula Booth is exposed to aisles on three (3) sides and composed of a minimum of four (4) 10'x10' booths. There are two types of Peninsula Booths: (a) one which backs up to Linear Booths, and (b) one which backs to another Peninsula Booth and is referred to as a "Split Island Booth."

Dimensions:

A Peninsula Booth is usually 20'x20' (6.1m x 6.1m) or larger. When a Peninsula Booth backs up to two Linear Booths, the backwall is restricted to 3 ft (0.91m) high within 5 ft (1.52m) of each aisle, permitting adequate line of sight for the adjoining Linear Booths. The center 10 ft can still go up to 16' ft high.



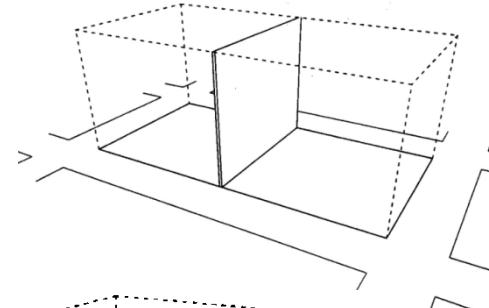
Overhead Signs:

In **Lucas Oil Stadium**, exhibitors may not hang a banner or sign from an aerial or truss that is lower than **30 feet** from floor to the bottom of the sign.

In **Indiana Convention Center**, any banner or sign above the booth hung from aerial ladders or rigged above the booth cannot exceed **22 feet** floor to ceiling from top of sign.

Split Island Booth

A Split Island Booth is a booth which shares a common backwall with another booth. The entire cubic content of this booth may be used, up to the maximum allowable height, without any back wall line of sight restrictions. 16 ft (4.88m) is a typical maximum height allowance, including signage.

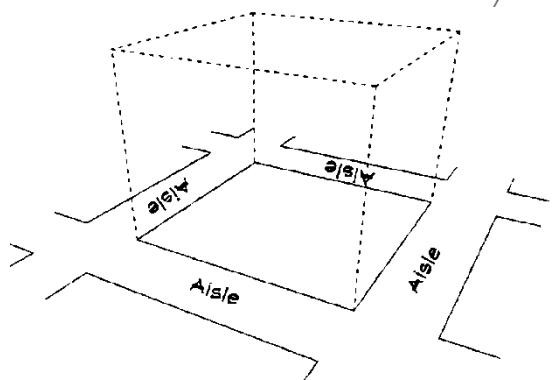


Island Booth

An Island Booth is any size booth exposed to aisles on all four sides.

Dimensions

An Island Booth is typically 20 ft x20 ft (7.75m x 7.75m) or larger, although it may be configured differently.



Use of Space

The entire cubic content of the space may be used up to the maximum allowable height (listed below)

Maximum Allowable Height:

*In **Lucas Oil Stadium**, exhibitors may not hang a banner or sign from an aerial or truss that is lower than **30 feet** from floor to the bottom of the sign. **Booth Height** extending from floor to ceiling (including drapery or structural walls) cannot exceed 22 feet excluding aerial ladders.

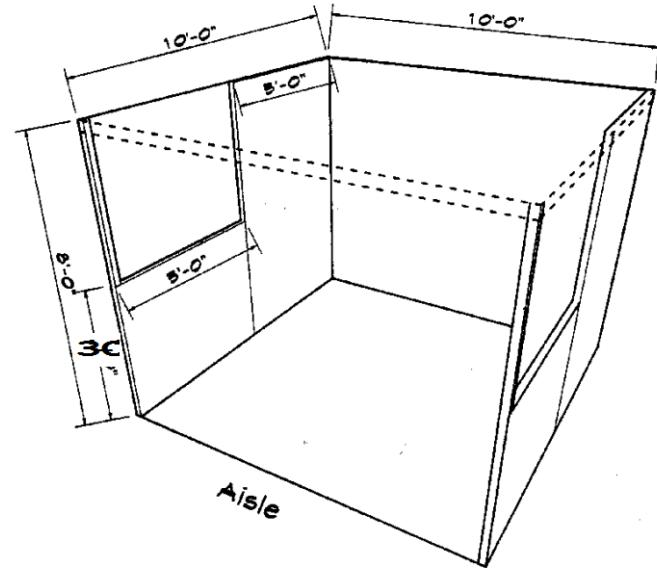
*In **Indiana Convention Center**, any banner or sign above the booth hung from aerial ladders or rigged above the booth cannot exceed **22 feet** floor to ceiling from top of sign. **Booth Height** extending from floor to ceiling cannot exceed 16 feet (including drapery or structural walls)

Other Important Considerations

Canopies and Ceilings

Canopies, including ceilings, umbrellas and canopy frames, can be either decorative or functional (such as to shade computer monitors from ambient light or for hanging products). Canopies for Linear or Perimeter Booths should comply with line of sight requirements (see "Use of Space for Linear or Perimeter Booths").

The base of the Canopy should not be lower than 7ft (2.13m) from the floor within 5 ft (1.52m) of any aisle. Canopy supports should be no wider than three inches (3"). This applies to any booth configuration that has a sightline restriction, such as a Linear Booth. Fire and safety regulations in many facilities strictly govern the use of canopies, ceilings and other similar coverings. Check with the appropriate local agencies prior to determining specific exhibition rules.



Booth Backwall Overview

The standard booth height limit at the Exhibition is eight (8) feet, but this limitation is also determined by Exhibitor's booth size and location on the floor. The following chart will show the acceptable heights.

However, any exhibit exceeding eight (8) feet in height (including signs) must be approved by PennWell regardless of booth size or location. If an Exhibitor desires to exceed the standard heights or has a booth over 2,500 sq. ft. net you must submit a request in writing along with the booth design and dimensions of the proposed booth for approval to Lauren Brenner at laurenb@pennwell.com or Rod Washington rodw@pennwell.com 90 days out from the first move in day.

Inline Booth	Perimeter Booth (against a wall)	Peninsulas	LOS Island Booth (aisles on all sides)	ICC Island Booth (aisles on all sides)
8'	12'	8'	22' floor to ceiling (Including Draping or structural walls) (excluding aerial ladders)	16" floor to ceiling

***All height restrictions are subject to physical limitations of the Exhibition hall. Prior to construction, Exhibitor has the responsibility to check on height capabilities for Exhibitor's assigned location.**

Hanging Signs & Graphics Height Restrictions

Hanging signs and graphics may be permitted in Peninsula and Island Booths with Show Management and Venue approval. Approval for the use of Hanging Signs & Graphics should be received from Show Management at least 90 days prior to installation. Drawings must be available for inspection.

In **Lucas Oil Stadium**, exhibitors may not hang a banner or sign from an aerial or truss that is lower than **30 feet** from floor to the bottom of the sign.

In **Indiana Convention Center**, any banner or sign above the booth hung from aerial ladders or rigged above the booth cannot exceed **22 feet** floor to ceiling from top of sign.

Whether suspended from above or supported from below, they should comply with all ordinary use-of-space requirements per the specific Venue Rules and Regulations (for example, the highest point of any sign should not exceed the maximum allowable height for the booth type)

***Hanging Signs & Graphics should be set back 10 ft (3.05m) from adjacent booths.**

***Signs must stay within the leased booth space without exception.**

Towers

A Tower is a freestanding exhibit component separate from the main exhibit fixture. The height restriction is the same as that which applies to the appropriate exhibit configuration being used.

Towers in excess of 8 ft (2.44m) must have drawings available for inspection and have Show Management and Venue approval. Fire and safety regulations in many facilities strictly govern the use of towers. A building permit may be required.

Columns

Exhibits with a full column in the booth area may utilize the column to enhance the booth design, provided fire cabinets and strobe lights remain visible and accessible. Column widths vary in size and PennWell recommends that Exhibitor contact its Exhibitor Services Manager if Exhibitor has any questions. Exhibitor may use the columns to the maximum height within the perimeter of the booth only. Consult with Mary Ericson mericson@bredeallied.com with Brede for specific measurements and location of columns prior to installation. **Note: Columns with fire hoses will require special attention so that fire hoses remain accessible**

Multi-story Exhibit

A Multi-story Exhibit is a booth where the display fixtures exceed 12 ft (3.66m), including Double-decker and Triple-decker Booths. The city building department needs to issue a building permit based on an application and drawings prepared and submitted by a licensed architect or engineer. Exhibitors should obtain local building regulations early on to ensure that all time constraints are met.

Multi-storied Exhibits require approval from the following:

- PennWell Show Management to ensure compliance with display rules
- Brede Allied to ensure that there are no physical obstructions that will create problems during setup
- The exhibit facility and/or relevant local government agency because it is deemed to be a "structure" for building purposes.

The rules set in place by convention centers and their local fire marshals vary from city to city with regards to the level of fire alarms, sprinklers, extinguishers, etc, that are required in multi-story booths. Stamped engineering drawings will need to be submitted for approval by the fire marshal, PennWell, and the General Service Contractor (Brede) will need a copy of the approved booth on file before booth construction may commence.

- *Please contact PennWell Show Management for additional information and if possible include drawings or renderings of the proposed design. Show Management will determine if the proposed design works with our display rules and will forward the design to the show's General Service Contractor. The Contractor will work with the local fire marshal to give structural approval of the design.*

Exhibit Space Lighting and Sound:

- Without exception, all light and sound must be contained within, and directed into, the footprint of the contracted exhibit space.
- Additional lighting may be brought in for the exhibit space however this lighting must be restricted to the contracted exhibit space. Lighting should not shine onto the aisles or into a neighbor's exhibit space.
- Sound must not be at a level that interferes with normal levels of communication in neighboring exhibit space.

* Max sound level is 75 decibels

Vehicles for Indoor Displays:

Vehicles to be displayed indoors must adhere to the following guidelines and display will likely be inspected on-site by the local fire marshal.

- Gas tank must be less than ¼ full.
- Battery must be removed or disconnected.
- Gas tank must feature a locking cover or cover sealed with tape.
- Ignition keys removed.
- Propane or similar compressed gas tanks removed.
- A fire extinguisher must be present in any booth featuring a display vehicle.
- All exhibitors must ensure that all equipment, vehicles, signs, banners, or decorations are within leased booth space without exception, including vehicle bumpers, hitches, mirrors, and vehicle doors that are open during display. Exhibitors must ensure the booth space leased accommodates all equipment fully within booth space.
- *Other guidelines may apply depending on the individual Venue Rules and Regulations.*

Aisles

All aisles must be clear of exhibits. Interviews, demonstrations, and distribution of literature must be made inside Exhibitor's booth.

Booth Number

A booth number must appear on all specially-built backwalls. No signs are allowed above the permissible backwall height.

Installation

All Exhibitor displays must be completely installed within the time designated by PennWell for this purpose.

Carpet

Exhibitor must carpet its booth(s) or use other floor covering. Concrete floor may not be exposed.

Balloons (Static and Controlled):

- Balloons filled with helium or hydrogen are not permitted (tethered or un-tethered, controlled or stationary)
- Balloons filled with air may be suspended from the ceiling in exhibits with a minimum size of 400sqft (36sqm), **pending Venue approval**. In this instance, these will be treated as hanging signs. Please refer to hanging sign rules in this document for additional information. This should be designed so that the balloon is stationary and will not sway in the airflow of open doors or air conditioning.
- *Other guidelines may apply depending on the individual Venue Rules and Regulations.*

PLEASE NOTE: If using a non-official contractor to set-up and/or dismantle your exhibit, the required Exhibitor Appointed Contractor (EAC) form along with the Certificate of Insurance naming the Official General Contractor as an additional insured, must be received by the specified deadline in the Exhibitor Manual. Otherwise labor will have to be hired from the General Contractor by the non-official contractor in order for them to supervise your exhibit. These stipulations are strictly enforced to protect you, show management and the General Contractor.

Structural Integrity:

- All exhibit displays should be designed and erected in a manner that will withstand normal contact or vibration caused by neighboring exhibitors, hall laborers, or installation/dismantling equipment, such as fork- lifts. Displays should also be able to withstand moderate wind effects that may occur in the exhibit hall when freight doors are open.
- Exhibitors should ensure that any display fixtures such as tables, racks, or shelves are designed and installed properly to support the product or marketing materials to be displayed

Flammable and Toxic Materials:

- All materials used in display construction or decorating should be made of fire retardant materials and be certified as flame retardant.
- Exhibitors should be aware of local regulations regarding fire/safety and environment which must be adhered to.
- Exhibitors should dispose of any waste products they generate during the exhibition in accordance with guidelines established by the Environmental Protection Agency and the facility.

Electrical

- All 110-volt wiring should be grounded three-wire.
- Wiring that touches the floor should be "SO" cord (minimum 14-gauge/three-wire) flat cord, which is insulated to qualify for "extra hard usage."
- Cord wiring above floor level can be "SJ" which is rated for "hard usage."
- Using zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets, and two wire clamp-on fixtures is not recommended and is often prohibited. Cube taps are prohibited.
- Power strips (multi-plug connectors) should be UL approved, with built-in over-load protectors.

Water

Outside exhibitors needing water from the hydrant will need to obtain a temporary use permit and meter form from the Indianapolis Water Company. Please visit <http://www.citizensenergygroup.com/My-Service/PermitsandForms.aspx> to access the forms.

Conducting Business outside of Exhibit Space

- Distributing literature or promotional items outside of the contracted booth space is prohibited. If additional space is needed, please contact Susie Cruz (A-J) scruz@pennwell.com or Nanci Yulico (K-Z) nanciy@pennwell.com to purchase additional exhibit hall floor space.

Compliance with Laws

Exhibitor shall observe and abide by all applicable federal, state, and local laws, codes, ordinances, rules, and regulations, as well as all rules and regulations of PennWell and the Exhibition hall. Exhibitor shall conduct itself, and shall require its agents, employees, independent contractors, and representatives, to conduct themselves, at all times in accordance with customary standards of decorum and good taste in the industry.

Copyrighted Materials

Exhibitor agrees not to play, broadcast, perform, or distribute any copyrighted material owned by others without first obtaining (at its own expense) all necessary rights and licenses and paying in full all required royalties or other fees.

Exhibit Activities/Demonstrations

"Live" demonstrations and costumed characters for the purpose of promoting Exhibitor's products will be permitted on the Exhibition floor only within the confines of Exhibitor's booth. Exhibitor shall not conduct any activities in aisles or in space other than Exhibitor's booth space. All sound amplification devices and other sound-producing equipment and activities shall be

limited to reasonable volume levels (no louder than 75 decibels) which shall not project beyond the boundaries of Exhibitor's booth space or otherwise interfere with the Exhibition or other exhibitors' activities. An audiometer may be used to measure sound levels. PennWell reserves the right to bar or eject Exhibitor from the Exhibition and/or close Exhibitor's booth for failure to comply with any provision of the Agreement.

No Assignment

Exhibitor understands and agrees that it may not assign the Agreement, in whole or in part, or any rights thereunder to any third-party without the prior written permission of PennWell. In addition, Exhibitor is not authorized and has no right to sublet any portion of its exhibit space or booth without the prior written permission of PennWell.

Limited License in Exhibitor's Name

Exhibitor grants to PennWell a fully-paid, perpetual, worldwide, non-exclusive license to use, display, and reproduce (in print, electronically, or otherwise) Exhibitor's name, trade names, logos, and product names in any listing of those companies exhibiting at or registered to exhibit at the Exhibition and in Exhibition promotional materials. In addition, Exhibitor authorizes PennWell to take photographs of Exhibitor's booth, exhibit, and staff during, before, or after the Exhibition and to use such photographs for any legitimate promotional purpose of PennWell.

Booth Storage

Materials may be stored behind your booth during the show however all materials stored must be masked/covered so they are not visible. A drape or cover may be ordered through the General Services Contractor.

Unsightly Booths

Any unsightly booth areas must be masked off by Exhibitor. This is commonly done with drape. PennWell, in its sole discretion, will determine whether or not booths are unsightly or have unsightly areas

- ***Pictures below represent unsightly booth storage and booth displays that are not allowed.***



***unsightly booth storage**



***conducting business outside of exhibit space**



***unsightly booth storage**



***unauthorized storage & exposed backwall**

***exposed backwalls should be dressed in plain or neutral color**

Thank you for adhering to these display rules. Please do not hesitate to contact Lauren Brenner laurenb@pennwell.com +1 918-832-9276 or Rod Washington rodw@pennwell.com +1 918-831-9481 if you have any questions regarding your exhibit. If possible, please include a graphic of your booth design with your email to assist us in answering your questions quickly and accurately.



FDIC International 2015 Interactive Floor Plan

This year we will continue the use of our interactive floor plan for FDIC International 2015. Your company will have a multi-faceted platform for showcasing your brands, products and services well beyond the FDIC exhibit hall –AND- it will be virtually on demand for all attendees. The new floor plan can be found on the FDIC 2015 website www.fdic.com Please contact your exhibitor services managers Lauren Brenner laurenb@pennwell.com +1 918-832-9276 or Rod Washington rodw@pennwell.com +1 918-831-9481 for questions regarding the interactive floor plan.

Please Note: Exhibitors have access to upload their own content for their online listing and show guide. What is uploaded in the exhibitor listing management system will be printed in the show guide. If you do not upload a listing only your company name and contact details from your contract will be printed.

To update your company listing you will need your company password which you would have received through a confirmation letter. If you do not have your password you can receive it from one of your Exhibit Service Managers Lauren Brenner laurenb@pennwell.com +1 918-832-9276 or Rod Washington +1 918-831-9481

To upload your listing [Click Here](#)

If you need help regarding uploading your listing please contact the content team and they will be able to assist you

Alex Gardner
E-mail: alegx@pennwell.com
Phone: 918-831-9740
Fax: 918-831-9729

Renata Hammer
E-mail: renatah@pennwell.com
Phone: 918-832-9227
Fax: 918-831-9729

Enhanced Exhibitor Listing Packages and Upgrades:

The next page outlines what you receive in each package. If you are interested in upgrading to the Gold, Platinum or Elite package, please contact your exhibitor service manager Lauren Brenner laurenb@pennwell.com (918) 832-9276 or Rod Washington rodw@pennwell.com +1 918-831-9481

Reminder: This information will be printed in the Show Guide

PRICING (\$USD)	\$310	\$710	\$1,035	\$2,010
Packages	BASIC	GOLD	PLATINUM	ELITE
Company Name	X	X	X	X
Company Booth #	X	X	X	X
Address	X	X	X	X
Phone/Fax/Toll Free (if provided on contract)	X	X	X	X
One Email Address	X	X	X	X
Website URL	X	X	X	X
Company Contact	X	X	X	X
Company Description Online	50 words/ 300 char max	100 words/ 800 char max	150 words/ 1000 char max	150 words/ 1000 char max
Company Description in Show Guide	35 words/ 250 char max	75 words/ 550 char max	150 words/ 1000 char max	150 words/ 1000 char max
Bolded Company Description in Show Guide		X	X	X
Company Logo Online	X	X	X	X
Company Logo in Show Guide		X	X	X
Product Categories	3	7	10	20
Brands	200	200	200	200
Upgrade Level Show at top of Exhibitor List			X	X
Social Media Icons in listing w/ links	X	X	X	X
Show Specials		1	5	10
NEW Booth Logo (20x20 or larger booth)			X	X
Enhanced Listing Icon on online interactive floor plan			X	X
Press Releases		2	4	8
NEW Videos (pre-record)			1	2
NEW Floor plan banner logo w/ click thru (rotating non-exclusive max 15)				1
Web analytic reporting on Event map activity				1
AL A CARTE PRODUCTS				
Booth Logo (20x20 or larger booth)	\$300			

April 20-25
2015



Indianapolis
IN

Additional Listing Upgrade Submission Form:

Upgrade to: Elite Package Platinum Package Gold Package

Company Name _____ Contact _____

Phone _____ Fax _____ E-Mail _____

Address _____

City _____ State _____ Zip/Postal Code _____

Please Submit the upgrade forms to one of your exhibit service managers:

Lauren Brenner

P: +1 918-832-9276

F: +1 918-831-9729

laurenb@pennwell.com

Rod Washington

P: +1 918-831-9481

F: +1 918-831-9729

rodw@pennwell.com

Once your listing is completed, please go to the online community and check to ensure it is all correct. Also, you are welcome to make changes to your listing at any time.

Online Community Website:

<http://s36.azinc.net/clients/pennwell/FDIC2015/Public/exhibitors.aspx>

Exhibitor Certificate of Liability Insurance / EAC:

Exhibitors Certificate of Liability Insurance (required for all exhibitors)

As in past years, FDIC International requires each exhibitor to carry commercial general certificate of liability insurance throughout the Exhibition.

- Trade Show Exhibitor Insurance certificate - Form 1018B
- Exhibitor's insurance carrier must issue such Certificate of Liability Insurance.
- PennWell/ FDIC International 2015 do NOT need to be named as additional insured.
- PennWell/ FDIC International 2015 do not require a certain form.

To ensure that the certificate of liability insurance is correct, please make sure that it includes the following:

- *Exhibiting Company Name*
- *Under Description of Operations*, please include:
"All activities related to PennWell/ FDIC International 2015, Indiana Convention Center and Lucas Oil Stadium, Indianapolis, IN – April 20-25, 2015 (including the Exhibition dates, move-in, set-up, and tear down)"
- *Under Additionally Insured PennWell must be included*
PennWell Corporation (FDIC International 2015)
1421 S. Sheridan Road
Tulsa, OK 74112

Contact your company's insurance provider to obtain a certificate of liability insurance. In the unlikely event your company does not have liability insurance, we have a new insurance program that offers one time insurance for events. (see below)

*** Need Insurance? PennWell Now Has A New Exhibitor Insurance Program!**

If you do not have insurance that will cover you during the event it is available through our [Preferred Insurance Company](#).* *Please note that PennWell is not affiliated with this or any other insurance company and is only providing information as a preferred vendor.*

Exhibitor Appointed Contractor (EAC)

An Exhibitor Appointed Contractor (EAC) is a company (other than the official service contractor, Brede Allied., listed in the Exhibitor Service manual) that provides any service at Exhibitor's request and needs access to Exhibitor booth during the display, installation and/or dismantling period. It is the exhibitor's sole responsibility to ensure that their EAC form has been completed and submitted. This form is required in order for Pennwell/ FDIC International 2015 event management to allow EAC's access to the event.

- Exhibitor must complete and return the Exhibitor Appointed Contractor Request Form *located in the BREDE section of the exhibitor manual* for each desired EAC.
- Exhibitors hiring another EAC must still supply its own certificate of liability insurance.
- PennWell/ FDIC International 2015 must have a copy of your certificate of liability insurance prior to setting up your exhibit.

Complete certificates of liability insurance form must be emailed to Rod Washington rodw@pennwell.com or Lauren Brenner laurenb@pennwell.com

All exhibitors MUST file an EAC form (if applicable) and a certificate of Liability with Show Management no later than March 20, 2015.